

GRAPHIC DESIGN INDUSTRY GUIDE

Updated March 2017



This is a guide to some of the resources available within the Business & IP Centre relevant to the graphic design industry.

Inside you will find sources of information such as market research (statistics, trends and developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the graphic design industry and also for those wanting to further their knowledge within this area.

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation as well as highlighting other sources of information and advice available.

Business Opportunity Profiles (BOP)

Advertising Agency	BOP480
Artist	BOP455
Arts Publisher	MBP267
Design Agency	BOP470
Graphic Designer	BOP035
Greetings Card Maker	BOP144
Illustrator	BOP177
Mural Artist	MBP177
Web Designer/Developer	BOP347
Wedding Stationery Maker	BOP476

Business Information Fact Sheets (BIF)

Copyright to Protect Your Work – A Guide to Using	BIF218
Graphic Designer – Choosing and Using A	BIF013
Logo – A Guide to Creating A Business	BIF266
Registering and Protecting Your Product Designs – An Introduction To	BIF249
Website Designer - Choosing and Using a	BIF326

BRAD – British Rates And Data

The **British Rates And Data directory**, better known as **BRAD**, is the comprehensive online authority for essential advertising information on over 12,800 UK media titles.

An easy to use and exhaustive reference source. Includes circulation stats, editorial profile, advertising fees, etc

BRAD empowers planners at advertisers and advertising agencies to plan the most effective media campaigns to reach the right audiences and maximise the effectiveness of advertising spend.

Available to search in the BIPC.

ALF

ALF contains over 40,000 contacts in the Marketing, Media and Advertising industry. The number one source for insight into the advertising industry, providing Marketing and Sales teams with accurate information on their top prospects.

Small Business Help Books

Books with practical information aimed at those starting and running a business. These books are available to borrow and can be reserved by library card holders.



The Essential Guide to Business for Artists and Designers by Alison Branagan (A. & C. Black, 2011)

Comprehensive book covering business and start-up skills, including start-up practicalities, self-employment, funding and sponsorship; marketing and promotion; legalities, contracts, finance, e-commerce, innovation and future trends



The Graphic Designer's Business Survival Guide by Lawrence Daniels (American Management Association, 2013)

General guide to setting up a graphic design business, covering practical aspects, marketing, management, growth. Includes practical tools and templates.



The Design Entrepreneur: Turning Graphic Design into Goods That Sell by Steven Heller and Lita Talarico (Rockport, 2008)

Surveying entrepreneurial designers who have developed their designs into to a variety of product ranges, including books, furniture, clothes, magazines and homeware. Includes a number of case studies and interviews from the United States and Europe.

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- Digital Advertising
- Greetings Cards



- Advertising Agencies
- Online Greeting Card Retailers
- Specialised Design Activities



Euromonitor Passport: business intelligence on consumer markets in Western Europe and North America. Search under "Keyword"

Other electronic resources:

Many articles about the advertising industry (from business journals and newspapers) are available from our electronic source **Newsbank**

Contact details and individual reports of companies in this industry are available from:
Creditsafe; Experian; D & B Hoovers.

Directories



The A List: A guide to who's who in media, marketing and advertising (Haymarket Management Publications, 2017) DIR 672
Contains brief biographical profiles of over 300 individuals in the advertising industry.

Internet Sources

Websites containing free sources of industry statistics, information and contacts

ACID (Anti Copying in Design)

Membership organisation raising awareness of intellectual property matters for the creative industries. Offers mediation services and advice on legal matters.

<http://www.acid.uk.com/>

Artquest

Provides support for London's visual artists and craftspeople.

<http://www.artquest.org.uk/>

Artstthread

Online educational tool designed to connect students, graduates, universities and industry, exclusively within the field of design.

<http://www.artstthread.com/>

Chartered Society of Designers

Professional body for designers with a royal charter to support professional design practice

<http://www.csd.org.uk>

Cockpit Arts

Cockpit Arts supports and promote talented designer-makers from all backgrounds through all stages of their career.

<http://www.cockpitarts.com/>

Copyright User

Aimed at making UK copyright law accessible to creators and users, with FAQs, videos, and explanations of UK copyright. Features tailored sections for the creative industries

<http://copyrightuser.org/>

Creative & Cultural Skills

The sector skills Council for advertising, crafts, cultural heritage, design, literature, music, performing and the visual arts

<http://www.ccskills.org.uk>

Creative Finance Network

Website detailing the more common varieties of finance for creative industries alongside current funding opportunities and where to find them

<http://creativefinancenetwork.co.uk/>

Creative Review website

Advertising, design and visual culture website, with news, articles, resources and job listings

<http://www.creativereview.co.uk>

DACS - Design and Artists Copyright Society

Not-for-profit visual arts rights management organisation. Site has details of campaigns and useful factsheets on aspects of copyright for artists.

<http://www.dacs.org.uk/>

D&AD

Educational charity representing the global creative, design and advertising communities

<http://www.dandad.org>

DCMS Creative Industries Economic Estimates January 2016

Official statistics measuring the contribution made by the Creative Industries to the UK Economy. Includes statistics on the Design sector

<https://www.gov.uk/government/statistics/creative-industries-economic-estimates-january-2016>

Design Business Association (DBA)

Trade association for UK design businesses

<http://www.dba.org.uk>

Design Council

Public body promoting design. Services to the industry plus publications, research, networking

<http://www.designcouncil.org.uk/>

Design Industry Research 2010

This survey covered 2,200 design businesses. Businesses were asked about the profile and size of their businesses, their clients and the competition they face, their business practices and the education, training and skills of their employees.

<http://www.designcouncil.org.uk/knowledge-resources/report/design-industry-research-2010>

The Design Trust

Resource to help professional designers & craftspeople to create and run businesses

<http://www.thedesigntrust.co.uk/>

International Society of Typographic Designers (ISTD)

A professional membership body for typographers, graphic designers and educators.

<http://www.istd.org.uk>

It's Nice That

Website championing creativity across the art and design world. Updated daily with at least nine new articles, it attracts an international readership of around 350,000 unique users a month

<http://www.itsnicethat.com/>

Own-It

Intellectual property advice and resources for the creative sector

<http://www.own-it.org/>

School for Creative Startups

Offers a variety of educational and support programmes, designed by creative entrepreneurs to teach and empower those with existing creative businesses. <http://schoolforcreativestartups.co.uk/>

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